

## EDITOR'S LETTER

### A very special centennial issue

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It is my pleasure to welcome you to our *Journal of the Medical Library Association* (*JMLA*) centennial issue. As I noted in the April issue, 2012 marks the 100th year of publication of the *JMLA*. This issue marks that event in two very special ways.

First, we are publishing a special supplement that reprints ten of the most important papers published in the *Bulletin of the Medical Library Association* (*BMLA*)/*JMLA*. Selected by T. Scott Plutchak, AHIP, based on readers' nominations, these articles capture the wide variety of

issues addressed in these pages over the past century. Be sure to read Scott's introduction to the supplement. It is a fascinating description of the continuing value of these papers to our profession. I hope you will take the time to read some of them now and perhaps save the issue, or a link to it, for future reference.

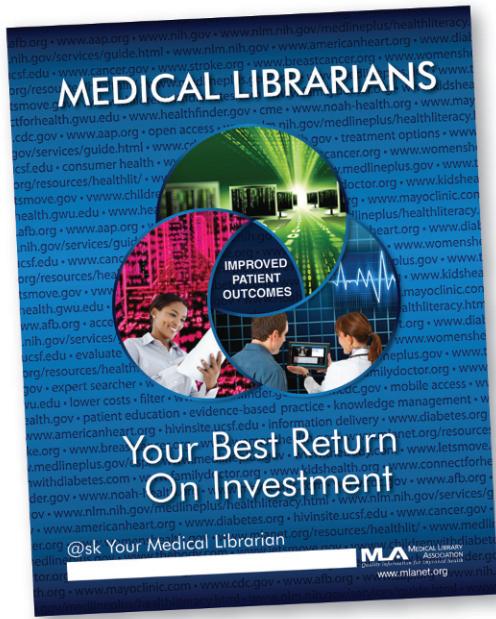
Second, October is a focus issue, devoted to instruction in health sciences libraries. We had many responses to our call for papers for the issue. The best are presented here, along with four invited papers that summarize the state of the art from various perspectives. Taken

together, the papers describe both the challenges we face as we seek to instruct users in information-seeking techniques and the innovations that medical librarians are adopting to meet these challenges.

It seems fitting that we are celebrating our anniversary with these two approaches: one that looks back to the history of medical librarianship and the other that looks ahead to our future. I hope you enjoy the issue.

Susan Starr, MLS, PhD, Editor-in-Chief, [jmlaeditorbox@gmail.com](mailto:jmlaeditorbox@gmail.com), La Jolla, CA

## October Is National Medical Librarians Month



Enter the 2012 National Medical Librarians Month (NMLM) Creative Promotions Contest! For this year's contest, one prize will be given to the member or member institution who develops the most creative idea to celebrate the month highlighting this year's theme, "Medical Librarians: Your Best Return on Investment." Members are encouraged to email videos or idea summaries and high-resolution photos of their promotional ideas or events.

The winner will be featured on the NMLM page, in *MLA-FOCUS* and in the *MLA News* and will receive \$150 in *MLA* money, applicable toward *MLA* publications, fees, dues, or meetings.

Flat copies of this year's poster are available in the *MLA* Store for \$15. Folded copies are available for free by contacting Tomi Gunn at [gunn@mlahq.org](mailto:gunn@mlahq.org).

Please submit your Creative Promotions Contest entries by end of day, Friday, November 30, 2012, to Tomi Gunn.

**Have a fun NMLM**